



NATIONAL INSTITUTE OF TECHNOLOGY
TIRUCHIRAPPALLI

DEPARTMENT OF MANAGEMENT STUDIES



STRUCTURAL
EQUATION
MODELING(SEM) :
BASIC &
ADVANCED
ANALYSIS

THREE DAYS WORKSHOP
28, 29 & 30 APRIL, 2017

PROGRAM COORDINATOR

Dr.N.THAMARAISELVAN

Associate Professor, DoMS

ABOUT THE INSTITUTE

The National Institute of Technology (formerly Regional Engineering College) Tiruchirappalli was established as a joint venture of the Government of India and Government of Tamilnadu in 1964 to bring out world-class engineers who will meet the technological needs of the nation. NIT-T has been declared as an institute of national importance by the National Institute of Technology act 2007 by the parliament. NITT also won the prestigious CII-AICTE best industry linked institute by competing with other IITs, NITs and IIITs. The institute also received national awards from FICCI for social responsibility and from ASSO-CHAM for best institute to use ICT tools in education. The institute also received high-impact entrepreneurship campus award jointly awarded by the ministry of skills development and entrepreneurship. The flexible curriculum designed and implemented by NIT Trichy has been recognised as a model by NIT council.

ABOUT THE DEPARTMENT

The Department of Management Studies (DoMS), NIT-T since its inception in the year 1978 has served as a management hub for aspiring students and is being recognized as one of the best business schools in the country. The department has earned a remarkable reputation over the years through persistent commitment towards management education and innovation. The research outcomes of this department are highly commendable with many works of the faculty and scholars published in reputed journals indexed in SCI, SCIE, SSCI, ESCI of Thompson Reuters and Scopus.



ABOUT SEM

Structural Equation Modeling (SEM) is a statistical methodology that is widely used by researchers in social, behavioral and educational sciences. First introduced in the 1970s, SEM was a marriage of psychometrics and econometrics. On the psychometric side, SEM allows for latent variables with multiple indicators. On the econometric side, SEM allows for multiple equations, possibly with feedback loops. In today's SEM software, the models are so general that they encompass most of the statistical methods that are currently used in the social and behavioral sciences.

ABOUT MEDIATION AND MODERATION ANALYSIS

In social science research, theory development is the key focus and making a meaningful theoretical contribution is difficult. A way to make a meaningful theoretical contribution is by incorporating mediation and moderation approaches in doctoral level research. In recent literature, combining mediation with moderation and moderation with mediation has taken a major role in the top tier journals. This workshop will help the scholars to understand the process of theory development using mediation, moderation, moderated mediation and mediated moderation approaches.

FOCAL POINTS

- ☐ Theory building
- ☐ Structural equation modeling
- ☐ Simple mediation analysis
- ☐ Bi-factor mediation analysis
- ☐ Moderated mediation analysis
- ☐ Partial and additive moderated mediation analysis
- ☐ Confirmatory factor analysis
- ☐ Path analysis
- ☐ Serial and parallel mediation analysis
- ☐ Moderation analysis
- ☐ Moderated-moderated mediation analysis

WHO SHOULD ATTEND

Academicians and Research Scholars who wish to publish their papers in top SSCI and Scopus listed journals in the fields of management, humanities and social sciences.

REGISTRATION DETAILS

Fee Details:

Category	Individual	Group Registration **
Academicians	Rs. 3,500	Rs. 3,000
Full Time Research Scholars & PG Students*	Rs. 2,500	Rs. 2,000

*Full time scholars and students must submit a copy of their College ID with the registration form.

**To avail of our Group Concession, 3 or more delegates can register as a group. Each member should fill a separate application form and all forms should be sent in one envelope.

Mode of Payment: Registration fee is to be paid by a DD drawn in favour of "THE DIRECTOR, NATIONAL INSTITUTE OF TECHNOLOGY", payable at SBI, NIT Tiruchirappalli.

Accommodation: Accommodation for the participants will be arranged at a nominal fee in the institute guest house at Rs. 300 per head per day or in the institute hostel at Rs. 125 per head per day for the out-station participants. Normally it will be a twin shared accommodation.

Note: Participants are asked to bring their laptops for effective learning.

Last date for receipt of Application form and Demand Draft

21st April, 2017

RESOURCE PERSONS



DR. N. THAMARAISELVAN is an Associate professor in the area of Marketing at National Institute of Technology, Tiruchirappalli. He has conducted many workshops and Faculty Development Programmes in the institute. He has over 60 international publications in peer reviewed referred journals in the field of marketing and has attended international conferences all across the globe. His area of research includes Services Marketing, Cause Related Marketing, Mobile Commerce, Marketing Analytics, Employer Branding etc.

DR. M. SIVAGNANASUNDARAM is an Associate Professor in the area of Marketing at IMT, Hyderabad. He was actively involved with design and delivery of MDPs in the marketing area to the Kirloskar group executives. Dr.Siva has working knowledge of the packages like SPSS, R, MATLAB and Structural Equation Modeling (SEM) Packages like AMOS and LISREL. His has presented many papers in national and international conferences and his research has been published in various national and international journals.



DR. P. MURUGAN is currently working as a Research Fellow (Data Analyst) at Australian Council for Educational Research India, New Delhi. He is having expertise in mediation analysis, moderation analysis, moderated mediation analysis, mediated moderation analysis, covariance and partial least square based structural equation modeling, latent profile analysis and item response theory analysis. His papers have been published in Thomson Reuter's impact factor journals. He also has presented papers at many international and national conferences.

For latest updates on the workshop, go to www.nitt.edu

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**Three Days Workshop on Structural Equation Modeling:
Basic and Advanced Analysis
28, 29 & 30 April 2017
Department of Management Studies
National Institute of Technology, Tiruchirappalli – 620 015**



REGISTRATION FORM

Date: _____

Name : _____

Designation : _____

Department : _____

Institute/Organization : _____

Email : _____

Ph. No. : _____

Registration : Individual ☐ Group ☐

Category : Academician/Research Scholar/Industrialist

Accommodation Required : Yes ☐ No ☐ if yes, Guest House ☐ Hostel ☐

Demand Draft No. : _____ Demand Draft Date : _____

Bank Name : _____ Amount : _____

Signature of Applicant

Kindly send the registration form and DD to the following address

Dr. N. Thamaraiselvan, Associate Professor, Department of Management Studies,
National Institute of Technology, Tiruchirappalli- 620 015
Email: domsworkshops@outlook.com

For any clarification, contact: **J.Daniel Inbaraj**, Research Scholar, Mob: +91 9677797979